

The Colorado On the Move Experience



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Our Humble Beginnings

- **Started in 2001**
- **Testing the message**

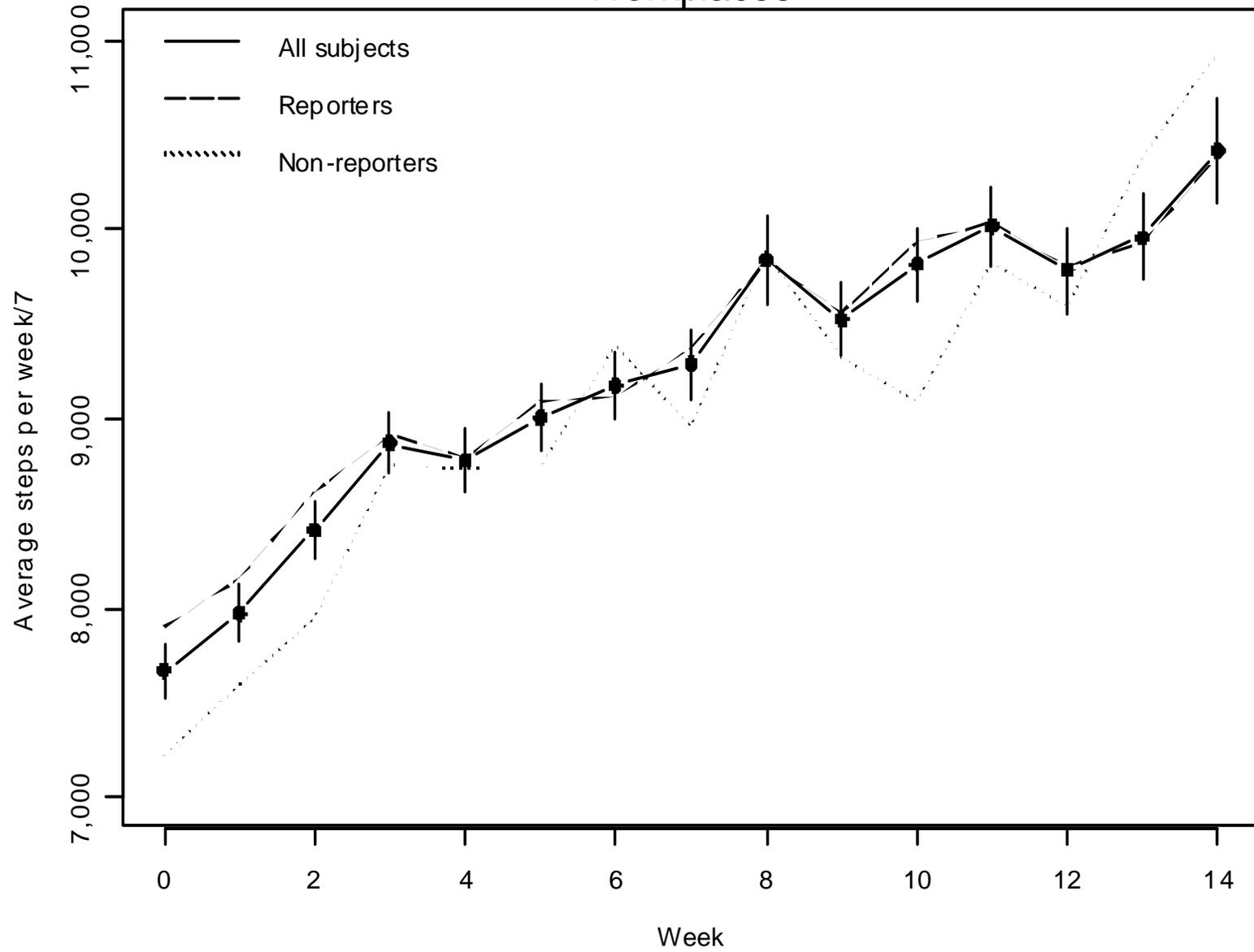
- **Schools - pilots**
- **Worksites - pilots**
- **Communities – small scale**



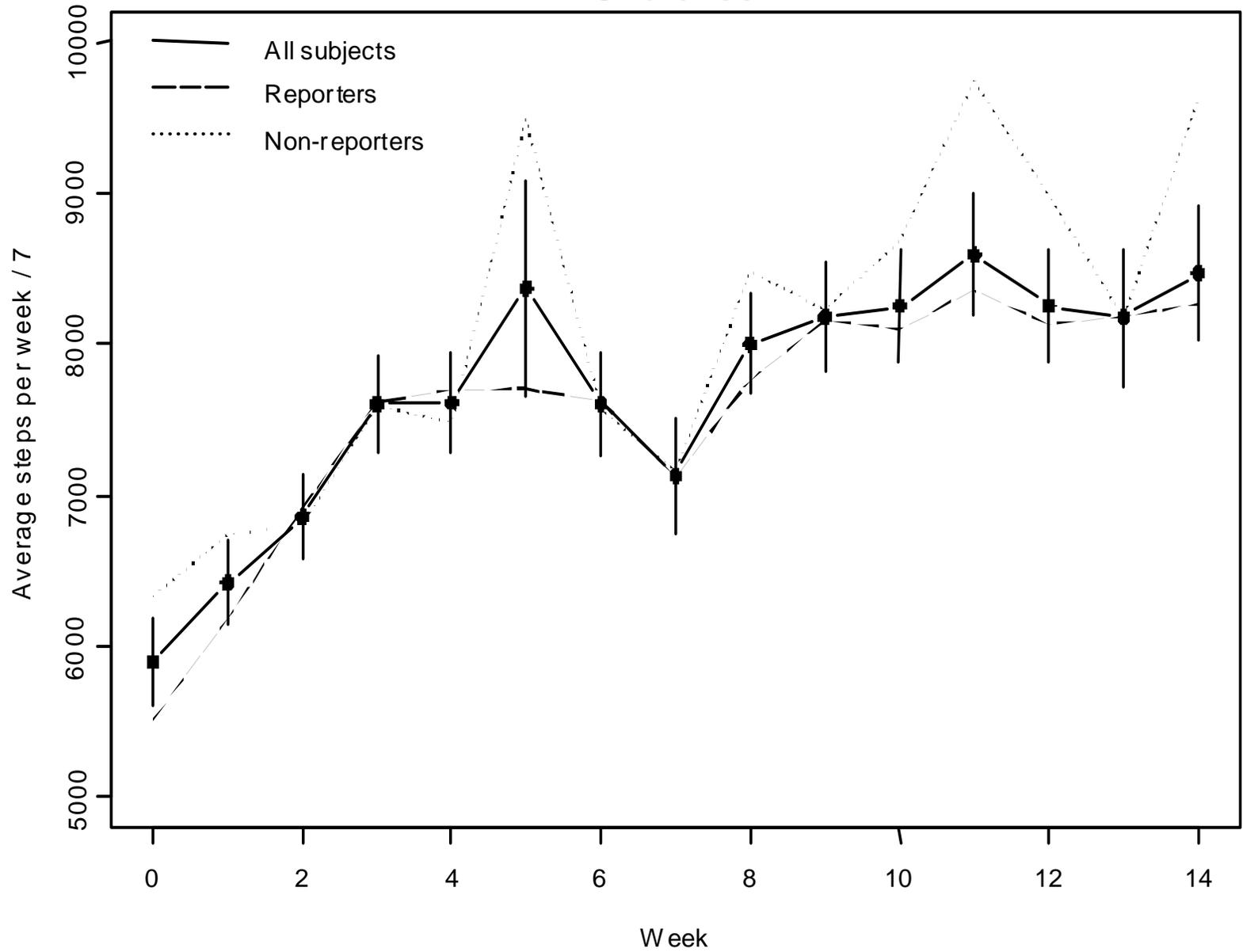
Simple Steps to Energy Balance



Workplaces



Churches



Community

(Defined Geographically)

- **Need to support the individual**
- **Engage the community**
- **Start making healthy eating and active living a way of doing business**

Stapleton & Lowry

- **New urbanist communities**
- **Located in Denver**
- **Surrounded by lower SES, high minority populations**



Engaging the Community

- **Everyone has a role, they just don't know it yet**
- **Finding the “sparkplugs”**
- **Building relationships**
 - **Denver Mayor Hickenlooper**
- **Balancing policy and programs**
 - **Requires numerous partners**

Stapleton



Activity as a Way of Life



Walkable Community



Community Design



Lowry



Programs Enhance Use of the Built Environment



Involve Restaurants



Collaborative Efforts

- **Active Living by Design**
- **Healthy Eating by Design**
- **Thriving Communities**
 - **Colorado On the Move**
 - **Kaiser**
 - **Colorado State Health Department**
 - **Kroenke Sports**

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